

**REMARKS**

The rejection of claims 1, 3, 4, 9 and 11-12 under 35 USC §103(a) as being unpatentable over Admitted Prior Art (APA) in view of Kobayashi et al. (US Patent 6,483,496) is in error. Independent claims 1 and 9, as amended, each requires "said reference voltages are generated to provide optimum gamma compensation based on the luminosity characteristics of each color signal." Neither APA nor Kobayashi et al. teaches this feature. The APA teaches generating reference voltages independent of the luminosity characteristics of each color by using three reference voltages  $V_L$ ,  $V_M$ , and  $V_h$  regardless of the V-T characteristics of the red, green and blue signals. And, Kobayashi et al., as the Examiner admits, teaches a circuit designed to provide optimum brightness level for each color. Optimizing for brightness is not analogous for optimizing the driving method for gamma compensation. Furthermore, optimizing for maximum brightness would exclude the possibility of also providing optimum gamma compensation. Thus, no combination of the APA and Kobayashi et al. could achieve or render obvious independent claim 1 or 9.

Claims 3-4 and 11-12 depend directly or indirectly on claims 1 and 9 and are allowable for the same reasons as stated above, as well as for their own additional limitations.

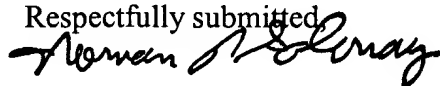
The indicated allowance of claims 5, 7, 8, 13, 15 and 16 is noted, with thanks. However, in view of the foregoing amendments and comments it is believed that all of the claims are allowable over the art.

**HAYES SOLOWAY P.C.**  
130 W. CUSHING STREET  
TUCSON, AZ 85701  
TEL. 520.882.7623  
FAX. 520.882.7643

175 CANAL STREET  
MANCHESTER, NH 03101  
TEL. 603.668.1400  
FAX. 603.668.8567

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Respectfully submitted



Norman P. Soloway  
Attorney for Applicants  
Reg. No. 24,315

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HAYES SOLOWAY P.C.  
130 W. CUSHING STREET  
TUCSON, AZ 85701  
TEL. 520.882.7623  
FAX. 520.882.7643

175 CANAL STREET  
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